

## CAP NEWS DATA SHEET

### SITE OVERVIEW

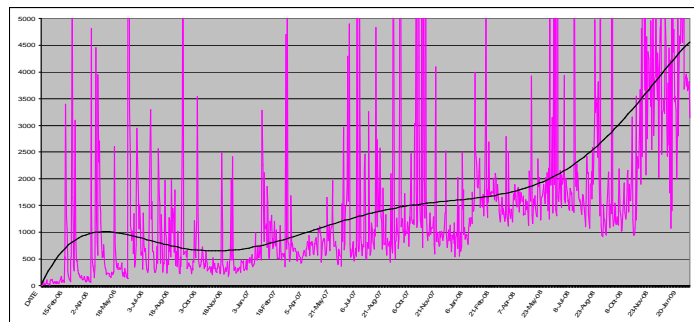
CAP News launched in January, 2006 as a parody of news and current events, and to provide a satirical diversion for people both at work and at home. We pride ourselves in not only providing a daily chuckle to thousands of web visitors each day, but also compelling those visitors to dig beyond the surface of things happening around us.

The CAP News staff brings over 75 years of combined comedy writing experience to the site, including a lengthy stint producing comedy material for hundreds of radio stations around the country. Are you in on the joke?

### SITE TRAFFIC

Average visitors per day...

January, 2007	1,000
January, 2008	1,100
January, 2009	1,300
January, 2010	1,500
January, 2011	2,300



### SITE DEMOGRAPHICS

70% male

69% between the ages of 18 & 49

42% annual salary over \$60,000

67% college graduates

72% visit the site from home

Visitors also frequent other sites covering

- politics & commentary
- science & nature
- news & information
- regional & local news
- technology & reference

Data provided by Quantcast

### SITE STATISTICS

Most read stories of 2011 include:

- Kim Kardashian Upset Over Naked Photos In Economist
- Palin: 'Alaska' Dog-Clubbing Footage Taken Out Of Context
- Congressional Wet T-Shirt Contest Fun For All
- Obama Budget Plan Would Save 'One Life To Live'
- Surgeon General Calls For More Breastfeeding



## CAP NEWS RATE CARD

### SITE STATISTICS

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- Monthly Unique Visitors	...	>40,000
- Monthly Page Views	...	>100,000
- Alexa US Rank	...	c. 71,000
- Alexa Global Rank	...	c. 300,000
- <b>Alexa Boston, MA Rank</b>	...	<b>c. 2,600</b>

### AD FORMATS

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- Header Image Ad *All pages*
  - Spec ... 728x90 px
  - Cost ... \$30 per month
  
- Box Ad *Homepage only*
  - Spec ... 300x250 px
  - Cost ... \$30 per month
  
- Skyscraper Image Ad *All internal pages*
  - Spec ... 120x600 or 160x600 px
  - Cost ... \$40 per month
  
- Right Sidebar Image Ad *All pages*
  - Spec ... 125x125 px
  - Cost ... \$20 per month
  
- Content Page Footer Ad *Story pages only*
  - Spec ... 468x60 px
  - Cost ... \$10 per month
  
- Single Page Text Link Ad (Including Homepage)
  - Spec ... May include both title and description
  - Cost ... \$20 per month
  
- Sitewide Text Link Ad
  - Spec ... May include both title and description
  - Cost ... \$25 per month